



Insurance Payer Credentialing

Marketing and Business Plans

David Scott Healthcare Marketing will create, develop and implement strategic marketing and business plans specifically targeted to your needs, whether your organization is a private or group practice, a hospital or ancillary facility, a pharma manufacturer, a health-related product company, senior care facility, a managed care organization or other entity. In addition, marketing plans can be developed for those companies wanting to market to healthcare professionals and companies.

We have executed successful plans for most types of companies listed on the Home Page.

Seniors, Senior Organizations, and Senior Residential Facilities (long-term care, nursing homes, independent living, assisted living, personal care homes, CCRCs, etc.)

Insurance and Third Party Payors (workers' compensation, Medicare, Medicaid, managed care, TPAs, re-insurance, long-term care insurance, personal injury insurance, auto-liability insurance, self-insured employers, etc.)

Managed Care Organizations (HMOs, PPOs, provider networks, etc.)



Corporate Health Marketing

David Scott Healthcare Marketing has more than 20 years experience helping healthcare organizations develop, launch, and market corporate health, executive health, and workers` compensation treatment programs. David Scott Healthcare Marketing has extensive experience in corporate health marketing and strategic development:

- ❖ hospital based corporate health programs
- ❖ hospital executive health programs
- ❖ physician practice corporate health programs
- ❖ occupational medicine programs
- ❖ corporate safety programs
- ❖ rehabilitation corporate and occupational health programs
- ❖ sales to corporations



Advertising Branding Graphic Design



David Scott Healthcare Marketing is available to coordinate and direct all of your advertising, branding and mass communication needs. We have extensive expertise in:

- ❖ Print Advertising Production
- ❖ Broadcast and Advertising Production
- ❖ Brochures, Packets, Pocket Folders
- ❖ Direct Mail Campaigns / Mass Mailings
- ❖ Web Site Design
- ❖ Search Engine Optimization
- ❖ Search Engine Marketing
- ❖ Social Media
- ❖ Digital Marketing
- ❖ Photography
- ❖ Radio Advertising
- ❖ Television Advertising
- ❖ Digital Media and Other Electronic Media
- ❖ Targeted Mailing Lists
- ❖ Much more

Customer Service Training

Customer service training professionals of David Scott Healthcare Marketing have a combination of over 60 years experience in the areas of service performance training, workshop development, client presentations, and satisfaction measurement and improvement. They have created, organized and administered customer service training initiatives for nearly 1,000 hospitals, medical practices, and other healthcare organizations across the United States.

One professional received her M.S. in Health Systems Management from Rush University and her Juris Doctor from the University of Notre Dame Law School. Her roles include that of coach, educator, innovator, catalyst and provocateur, as she helps leadership groups -- whether boards, executives, physicians, managers or front-line employees -- to incorporate customer service as a competitive advantage and growth strategy. Among some of her accomplishments are:

Held a variety of senior leadership positions at the nation's largest health care satisfaction measurement and improvement company.





ADDRESS

1100 SPRING ST NW

SUITE 780

ATLANTA, GA 30309-2848 USA

404.228.7171

For more information Please visit

<http://www.davidscotthealthcaremarketing.com>